



**Sponsorship  
Package**

# Humane Society Yukon

## Who We Are



Humane Society Yukon was founded in 1987 out of dire necessity from reports and incidents of unwanted and neglected animals in the Yukon with no existing facility or organization to help them. The organization originally consisted of nothing more than a fenced-in dog area on a rural acreage and a telephone line set up by caring community members. In 1989, Humane Society Yukon was officially registered as a non-profit society in the Yukon.

Our name derives from a generous animal lover, Mae Bachur, who left her legacy fund to construct our building which is still in operation today. Humane Society Yukon intakes cats and dogs from communities across the Yukon by staff who are dedicated to professional care of their physical needs and emotional well-being. We consider ourselves the little shelter that could, with a little help from our friends. We depend on our generous community and donors to help us with vet care, housing, pet food and amenities and we are immensely grateful for all their loving and kind support. We are committed to assisting the community in any way we can for the continued health and welfare of animals in the Yukon.

## Our Vision

**A compassionate and caring community where the safety and well-being of animals is valued and protected.**

## Our Mission

Our mission is to be a community leader in modelling, educating, and providing for the safety and well-being of animals. Our mission has four core pillars:

- To foster and model a caring, compassionate atmosphere
- To promote animal welfare, protection and safety
- To promote a humane ethic and responsible pet ownership
- To operate one or more animal shelters

# Our Core Values

HSY strives to incorporate our values into all of the work that we do:

**Respect & Inclusivity** – for staff, volunteers, our community, the lives of individual animals, and the Yukon animal population as a whole. We aim to treat all people with dignity and respect in a non-judgmental manner.

**Compassion** – for animals, as well as animal lovers.

**Integrity** – we aim to be honest, transparent, collaborative, and to always do what is best for the public, staff, volunteers, and animals.



# Communications & Events

HSY has a strong and committed membership, and public following. We actively and regularly reach out to our members and the general public to inform them of upcoming events, relevant news, and to recruit for volunteer opportunities.

In recent years, in addition to the usual business of rehoming animals in need, HSY staff and volunteers have organized and carried out the following events and activities:

- Hiring of new staff, including an executive director
- Adaptation of activities to meet COVID-19 guidelines
- Shelter infrastructure repairs and renovations
- Vesey's bulb sale
- Online auctions
- Purdy's chocolate sales
- Virtual Santa photos
- Klondike Gold Ruff Virtual Run
- Online Fur Rescue garage sale fundraising
- Website upgrades
- Enhanced social media activities and presence
- Strategic planning, including visioning, priority actions, and a communications plan
- Emergency pet boarding for members of the public in crisis
- Development of educational materials for new pet owners
- Improvements to information management and record keeping systems
- Participation in public outreach events, including community veterinary outreach at Yukon Anti-Poverty Coalition's Whitehorse Connects event

HSY reaches Yukoners, both members and non-members, through a variety of channels. Our social media accounts have over 6,000 followers, and our events and happenings are routinely featured in local news media outlets. In addition to digital communications with the public, we also promote HSY through merchandise sales.

# Sponsorship Opportunities

While the staff and volunteers of HSY are deeply dedicated to the organization's cause, we couldn't do it without the valuable contributions of our sponsors. We currently maintain a number of capital assets, including the shelter building, a vehicle for transporting animals, and all of the supplies and equipment required for animal care on a day-to-day basis.

We also enhance the value of the services provided by our staff, by offering professional development opportunities. This helps HSY staff stay up to date on best practices in animal sheltering and welfare, and offer evidence-based educational materials and information to new adopters as well as at community outreach events.

## How will sponsorship benefit your business?

- Public awareness and corporate visibility through one year of promotion aligned with your sponsorship level
- Community involvement and giving back to your community
- Establishing your business as an active supporter of animal welfare, and the health and happiness opportunities it brings to the Yukon
- Charitable donation tax receipt

## How will sponsorship benefit the animals and our community?

- Food: we could be feeding up to 40-50 animals at any given time!
- Warm, healthy and enriching environments: sponsorship money will be used to maintain and improve infrastructure, and ensure staff receive ongoing education on how to provide high quality socialization and training for the animals
- Medical care: we provide vaccinations, parasite control, veterinary exams, spays/neuters, and treatment for medical conditions
- Community outreach: we participate in educational and outreach opportunities, establishing our presence as leaders in animal welfare



We would be happy to work with you to create your own unique sponsorship opportunity. For example, would you like to sponsor a specific activity or event? Or do you have a skill or material that you can contribute in-kind to the shelter? Contact us so we can develop a catered and unique sponsorship package that will meet your needs, and let us help you build your reputation as an organization that helps animals in need! Custom sponsorships start at \$1,000. Or... choose one of the “Corporate Sponsorship”, “Kennel Sponsorship” or “Event Sponsorship” options described below.

# Corporate Sponsorship

As a corporate sponsor who knows what it means to help animals, you want to be a community builder. You can affiliate your brand with HSY and establish yourself as an active supporter of animal welfare, and the health and happiness opportunities it brings to the Yukon.

**Diamond\***  
Donations (in-kind or monetary)  
from \$7,500 and up

**Platinum\***  
Donations (in-kind or monetary)  
from \$5,000 to \$7,499

**Gold\***  
Donations (in-kind or monetary)  
from \$3,000 to \$4,999

**Silver\***  
Donations (in-kind or monetary)  
from \$1,000 to \$2,999

Kennel banner at Mae Bachur Animal Shelter	X			
Plaque on Giving Paw Wall in shelter	4.5" x 8" antique gold/black rowmark	3 3/8" x 6" stainless steel/black rowmark		
Direct link and logo on HSY website	X	X	X	
Quarterly recognition on social media	X	X	X	X
Animal naming opportunity	3 animals per year	2 animals per year	1 animal per year	

\*An organizational sponsorship and associated coverage is for one calendar year.

# Kennel Sponsorship

Kennel sponsorships are another way to make a difference for animals in need in Yukon. You will gain the benefit of one year of promotion on a kennel in the shelter, in addition to our website sponsor page.

Sponsor type	Annual contribution	Sign size
High exposure / Large size		
Large Outside Dog Training/ Play yard	\$2,500	36" by 48" banner
Large Glass Animal Room (only 1)	\$2,500	
Vet Examination Room (1 available)	\$2,000	
General Cat Room Kennel (up to 8 sponsors)	\$2,000	
Moderate exposure / Medium size		
Full Indoor Dog Kennel Sponsor (13 available)	\$1,000	30" by 24" banner
Full Outdoor Dog Kennels (9 available)	\$1,000	
Full Medical Isolation Indoor Kennel Sponsor	\$1,000	
Full Medical Isolation Outdoor Kennel Sponsor (4 available)	\$1,000	

\*A kennel sponsorship and associated coverage is for one calendar year.

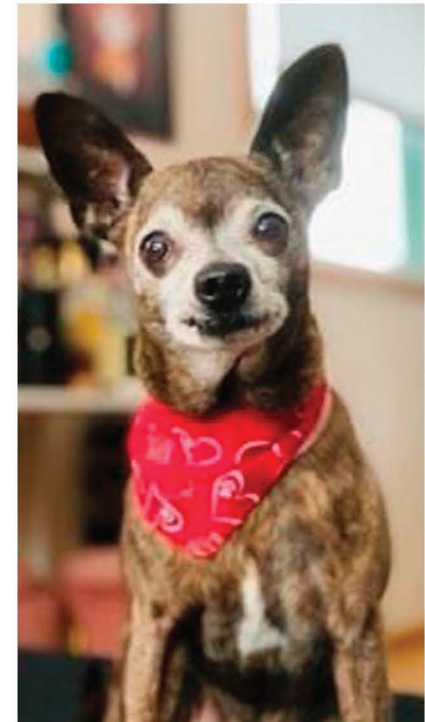
# Event Sponsorship

Our events bring animal lovers of every kind together and offer a great opportunity for brand exposure. We tailor our sponsorship amount levels to the scale and scope of each event, so if there is an event that you would love to support, contact us and we would be happy to work with you.

	<b>Diamond**</b>	<b>Platinum*</b>	<b>Gold*</b>	<b>Silver*</b>
Title Sponsorship (one event available per event)	x			
Venue opportunities	x	x		
Logo on merchandise (where applicable)	x	x		
Logo on posters/print material	x	x	x	
Website recognition	x	x	x	x
Social media recognition	x	x	x	x

\*Coverage only applies to the sponsored event, and for one occurrence of that event

+Exclusive-in-class sponsorship for events is only available at Diamond level



**Thank you for  
your consideration!**

We hope to work with you to continue creating a better future for animals in Yukon!

**Contact us:**

admin@humanesocietyyukon.ca

867-633-6019

[humanesocietyyukon.ca](http://humanesocietyyukon.ca)